

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Waterfront Strategies
1010 Wisconsin Ave.
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 355600 /		<u>Alt Order #</u> 06852152
<u>Product</u> Anti-Thompson		
<u>Contract Dates</u> 09/14/12 - 09/21/12	<u>Estimate #</u> 1765	
<u>Advertiser</u> Service Employees International Union		<u>Original Date / Revision</u> 09/13/12 / 09/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> 112	<u>Product Code</u> 119
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	09/14/12	09/14/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$300.00			
N 2	WTMJ	09/14/12	09/14/12	Live at Daybreak	6a-7a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$700.00			
N 3	WTMJ	09/14/12	09/14/12	Today Show M-F	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$500.00			
N 4	WTMJ	09/15/12	09/15/12	Today Show Saturday	6a-8a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$300.00			
N 5	WTMJ	09/15/12	09/15/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$350.00			
N 6	WTMJ	09/16/12	09/16/12	Live at Daybreak-Sun. 6a-7a	6am-7am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$300.00			
N 7	WTMJ	09/16/12	09/16/12	Today Show Sunday	7a-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$400.00			
N 8	WTMJ	09/16/12	09/16/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$350.00			
N 9	WTMJ	09/14/12	09/14/12	The Morning Blend	9a-10a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$100.00			
N 11	WTMJ	09/14/12	09/14/12	Noon News Rotation	12n-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$300.00			
N 12	WTMJ	09/14/12	09/14/12	Days of Our Lives	1p-2p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 355600 /		<u>Alt Order #</u> 06852152
<u>Contract Dates</u> 09/14/12 - 09/21/12	<u>Product</u> Anti-Thompson	<u>Estimate #</u> 1765
<u>Advertiser</u> Service Employees Interr		<u>Original Date / Revision</u> 09/13/12 / 09/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 13	WTMJ	09/14/12	09/14/12	Live at 3:00 News	3p-4p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$200.00			
N 14	WTMJ	09/16/12	09/16/12	Meet the Press	9am-10am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$600.00			
N 15	WTMJ	09/14/12	09/14/12	Live at 4:00 News	4p-430p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$450.00			
N 16	WTMJ	09/14/12	09/14/12	Live at 4:30 News	430p-5p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$500.00			
N 17	WTMJ	09/14/12	09/14/12	Live at 5 News	5p-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$650.00			
N 18	WTMJ	09/14/12	09/14/12	Live at 6 News	6-630p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$1,100.00			
N 19	WTMJ	09/15/12	09/15/12	Live at 5 Saturday	5p-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$650.00			
N 20	WTMJ	09/15/12	09/15/12	Live at 6 Saturday	6p-630p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$1,100.00			
N 21	WTMJ	09/16/12	09/16/12	Live at 5 Sunday	5p-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$650.00			
N 22	WTMJ	09/14/12	09/14/12	Access Hollywood	630p-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$500.00			
N 26	WTMJ	09/15/12	09/15/12	Saturday Night Live	1030p-1205a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$1,000.00			
N 27	WTMJ	09/14/12	09/14/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$1,800.00			
N 28	WTMJ	09/15/12	09/15/12	Live at 10pm Saturday	10p-1030p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$1,800.00			
N 29	WTMJ	09/16/12	09/16/12	Live at 10pm Sunday	1030-1105pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$1,200.00			
N 30	WTMJ	09/14/12	09/14/12	Tonight Show	1035p-1137p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$750.00			
N 31	WTMJ	09/16/12	09/16/12	Football Night in America	6pm-7:15pm		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$2,500.00			
N 32	WTMJ	09/17/12	09/18/12	Live at Daybreak-Early	5a-6a		:30			NM	3	\$900.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				3	\$300.00			
N 33	WTMJ	09/17/12	09/18/12	Live at Daybreak	6a-7a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$700.00			
N 34	WTMJ	09/19/12	09/21/12	Live at Daybreak	6a-7a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				1	\$700.00			
N 35	WTMJ	09/17/12	09/18/12	Today Show M-F	7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$500.00			
N 36	WTMJ	09/19/12	09/21/12	Today Show M-F	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				1	\$500.00			
N 37	WTMJ	09/17/12	09/18/12	The Morning Blend	9a-10a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				1	\$100.00			
N 38	WTMJ	09/19/12	09/21/12	Today Show II	10a-11a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				1	\$100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	09/17/12-09/23/12	Today Show II	10a-11a	---WThF----	:30		\$100.00	NM		
	See MG 38.2											
	2	WTMJ	09/19/12-09/23/12	The Morning Blend	9a-10a	---WThF----	:30		\$100.00	NM		
	Ⓜ MG for 38.1 09/19											
N 39	WTMJ	09/17/12	09/18/12	Today Show III	11a-12n		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				1	\$200.00			
N 40	WTMJ	09/17/12	09/18/12	Noon News Rotation	12n-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				1	\$300.00			
N 41	WTMJ	09/19/12	09/21/12	Noon News Rotation	12n-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				1	\$300.00			
N 42	WTMJ	09/17/12	09/18/12	Days of Our Lives	1p-2p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				1	\$200.00			
N 43	WTMJ	09/17/12	09/18/12	Live at 3:00 News	3p-4p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				1	\$200.00			
N 44	WTMJ	09/17/12	09/18/12	Live at 4:00 News	4p-430p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				1	\$450.00			
N 45	WTMJ	09/19/12	09/21/12	Live at 4:00 News	4p-430p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				1	\$450.00			
N 46	WTMJ	09/17/12	09/18/12	Live at 4:30 News	430p-5p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$500.00			
N 47	WTMJ	09/17/12	09/18/12	Live at 5 News	5p-530p		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$650.00			
N 48	WTMJ	09/19/12	09/21/12	Live at 5 News	5p-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				1	\$650.00			
N 49	WTMJ	09/17/12	09/18/12	Live at 6 News	6-630p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				1	\$1,100.00			
N 50	WTMJ	09/19/12	09/21/12	Live at 6 News	6-630p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				1	\$1,100.00			
N 51	WTMJ	09/17/12	09/18/12	Access Hollywood	630p-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				1	\$500.00			
N 52	WTMJ	09/19/12	09/21/12	Access Hollywood	630p-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				1	\$500.00			
N 54	WTMJ	09/17/12	09/18/12	Tonight Show	1035p-1137p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				1	\$750.00			
N 55	WTMJ	09/19/12	09/21/12	Tonight Show	1035p-1137p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				1	\$750.00			
N 56	WTMJ	09/15/12	09/15/12	Comedy TV - Saturday	1205am-105am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$150.00			
Totals											57	\$33,850.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/21/12	57	\$33,850.00	\$28,772.50
Totals	57	\$33,850.00	\$28,772.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.